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**VISIT**

# ALBERTA

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# WONDERFUL VACATION





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 Alberta's capital city and one of the fastest growing centres in Canada is Edmonton, "The Heart of the Great North West." With a population of nearly 350,000 Edmonton has become a great industrial metropolis with plants annually producing goods valued at more than \$419,000,000.

The rolling expanse of Alberta's prairies and the lush green flatness of the wide irrigation areas, all provide scenes of interest to the traveller. This scene is duplicated on thousands of farms each fall as the golden grain ripens to rich harvest.
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2000

the sincere hospitality of the Old West is you





Renowned throughout the world for its exceptional scenery, Banff National Park each year draws hundreds of artists who try to capture its unforgettable splendour. Many enroll in classes offered by the internationally famous Banff School of Fine Arts.

No race is more thrilling, or heart-stopping, than the thundering chuck wagon races featured each evening at the Calgary Stampede, the world's greatest outdoor western sports spectacle.

Firm, succulent trout can be taken from the many ice-cold lakes and gushing streams that dot and criss-cross Jasper National Park. Six fighting varieties of trout, arctic grayling, and rocky mountain whitefish are found in the 50 lakes and 35 streams that yield to the fisherman.



s in Alberta — Canada's Family Vacationland





THIS IS

## Your Invitation

to vacation any time of the year in Alberta, Canada's outstanding holiday province. Come in the golden warmth of summer to enjoy the many wholesome family activities. Come in the cool of the Springtime or the tawny beauty of the brisk Fall season, when travel is light and accommodation is plentiful. Come in the crisp glitter of a bracing and invigorating winter when winter sports amid the foothills and the mountains are at their best. We invite you to find new friends, new purpose and renewed health in the carefree relaxation found in Alberta's scores of superb vacation areas. Come as you please, travel as you please and relax as you please amid the grandeur of the Rockies or the vast spaciousness of the western plains.

A wide variety of wild animals are easily accessible to travellers through Alberta's national parks and game reserve areas. Shy, yet accustomed to presence of humans, the animals such as this mountain sheep can be approached closely enough to make photography easy.



Many unusual gatherings and events in Alberta annually prove of unique interest to the holidayer. One of these are the Highland Games, where competitions of dancing skill in the old tradition are colorful and keen.

The world's top professional golfers have played the exquisitely beautiful Jasper Park Lodge golf course set amid towering mountains of Jasper National Park. Carpet-smooth greens and well-groomed fairways are conducive not only to good golf but unsurpassed relaxation as well.

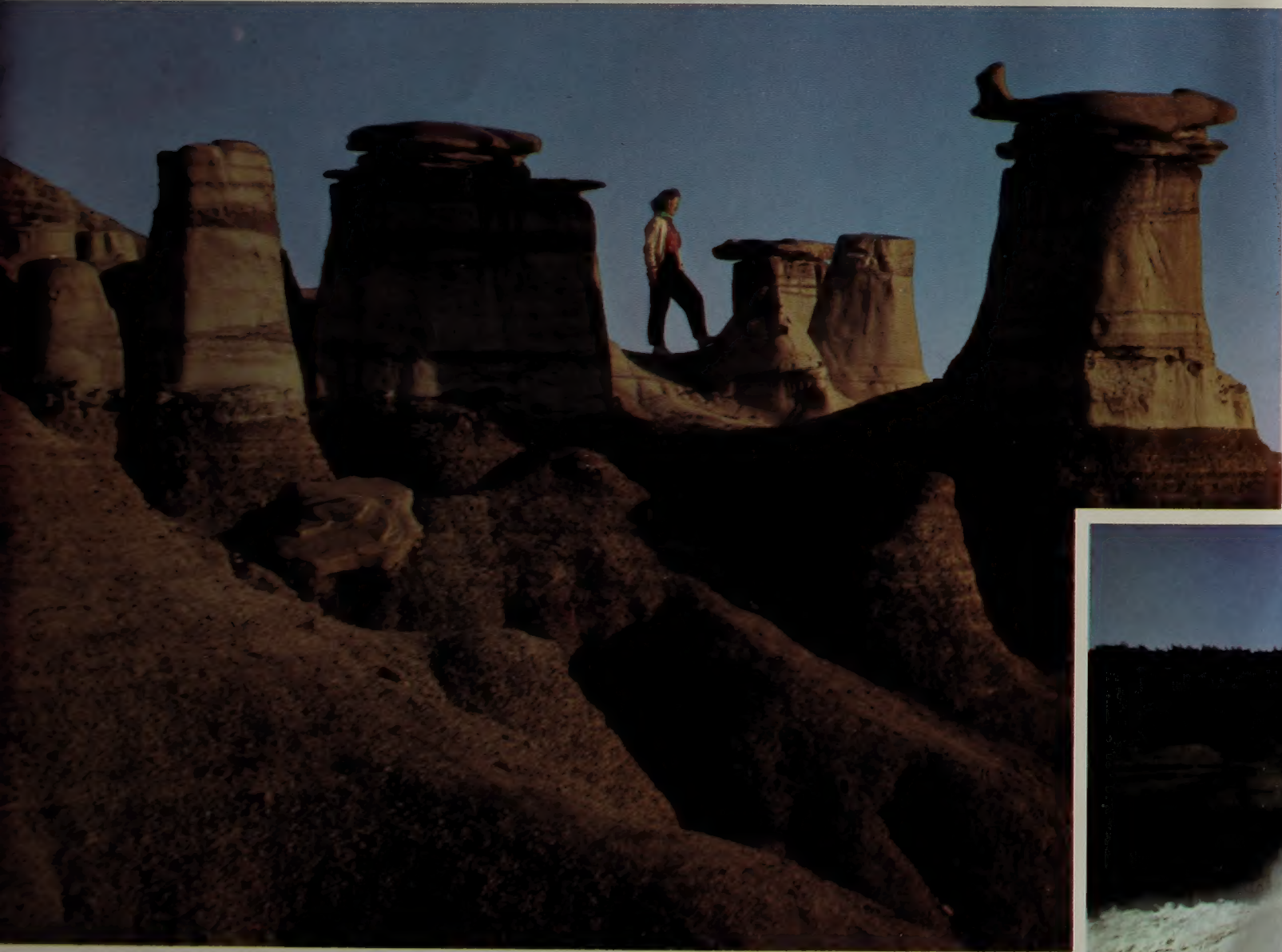


More than 300 free roadside campsites are strategically placed along the sides of Alberta's 90,000 miles of roads, for the convenience of the tenting and trailer traveller. The sites, all marked on Alberta's roadmap, are equipped with shelter with stove, free cut wood, picnic benches, water wells, and dry toilets.





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The ravages of centuries of erosion have resulted in weird and beautiful soil formations in the Red Deer Valley and the Drumheller Badlands, where fossils of prehistoric flora and reptiles are found. Excellent roads lead through scenes of strange conformations.

One of Alberta's fine all-weather northern roads lead to the majesty of Alexandra Falls, just over the border in Canada's Northwest Territories. View of the tremendous cataract, falling 109 feet, is easily reached from the highway that hurries north to Hay River and Yellowknife.



Alberta's varied terrain offers opportunities for all kinds of hunting. Superb upland game bird shooting is enjoyed across the flat prairie sections. In the foothills and the northern areas, hunters track big game such as moose, elk, and deer, while mountainous regions offer opportunities for bagging mountain sheep, goats and bear.



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Growling their way over carefully selected routes that edge crevasses and skirt glacial moraines, sturdy snowmobiles on the Columbia Icefields take holidayers miles out on the broad expanse of the icefield. Cameras are freely used as this group admires the hanging glacier edging the icefield.

the sincere hospitality of the Old West is yours in Alberta — Canada's Family Vacationland

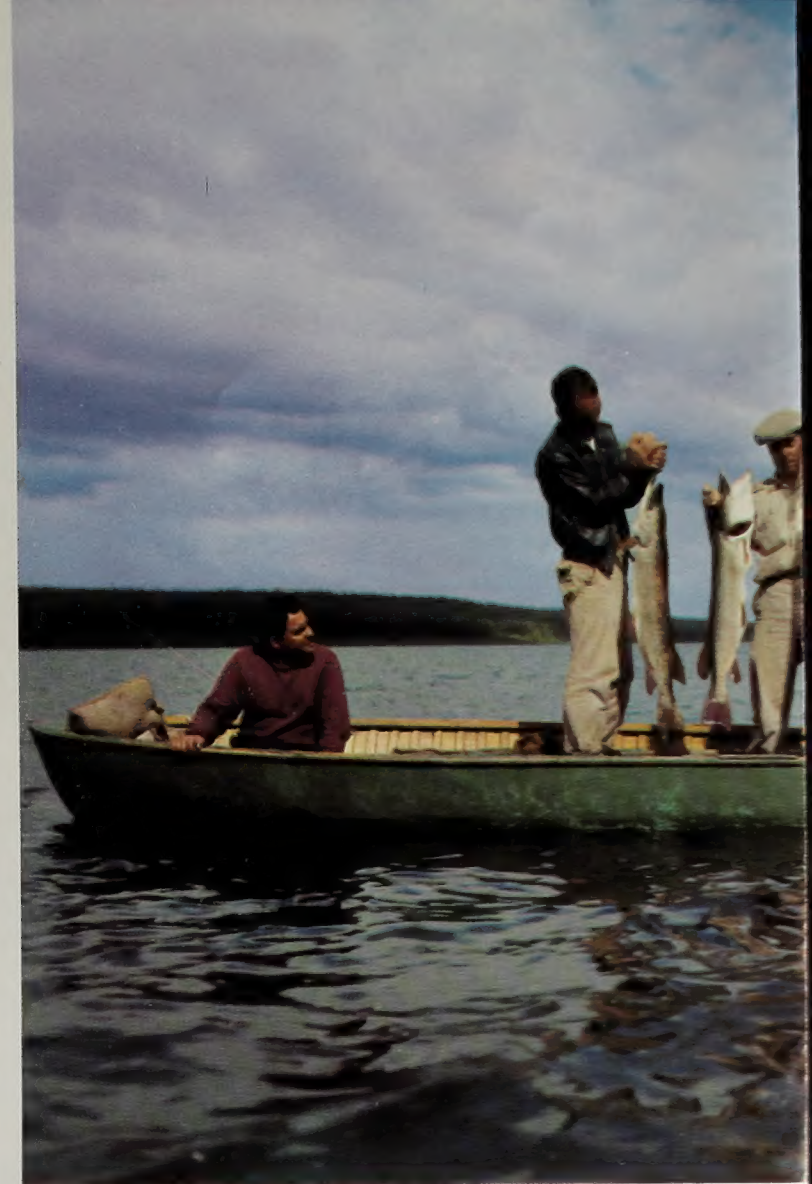


Fishing is one of Alberta's most popular summer occupations, encouraged by the annual stocking of almost all the province's lakes. This fisherman will have a good catch from the pool at Waterton Lakes' Cameron Falls.

Throughout the Alberta Rockies scores of superb slopes offer miles of outstanding skiing. Banff—with its excellent facilities including lifts, tows, chalets, Olympic standard jumps and generous accommodation—is Canada's nominee for the 1968 Winter Olympics. Picture below shows Temple Chalet, Lake Louise.



A vacation relaxation enjoyed by increasing numbers of visitors to Alberta is mountain climbing, for both amateurs and experts. Hundreds of miles of safe, well marked trails through the Rockies lead to thrilling and unusual viewpoints such as this. Experienced climbers can test their alpine ability at many places in the Rockies.



Lunker-size Lake Trout running to 30 pounds and Great Northern Pike of equal size abound in the cool, deep waters of north-eastern Alberta. Cold Lake, near the Alberta-Saskatchewan boundary 150 miles northeast of the City of Edmonton, is one of the resort areas where lurk these sporting denizens of the deep.

Opportunities for restful and healthy relaxation present themselves at many provincial parks and lake resorts found throughout the length and breadth of Alberta. Sylvan Lake, with its fine beach, in the central part of the province is one of the most popular summer recreation areas.







The utter stillness of mountain solitude and the towering beauty of surrounding mountains make a relaxing setting for this fisherman on Maligne Lake in Alberta's Jasper National Park.



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EXHILARATING HOLIDAYS AWAIT YOU IN AL





One of the most beautiful falls in Jasper National Park is Athabasca Falls. Spray from its thundering torrent dampens the motorist on the Banff-Jasper highway.

Family skiing is a delightful feature of winter sport on the breathtaking slopes of Jasper National Park. Jasper townsite, 235 miles west of Edmonton, is the centre of many exciting trails for skiers of every calibre.



One of the most popular of the myriad of attractions of Banff National Park is the naturally-hot mineral water of the Cave and Basin pool. The water has an almost magical soothing effect after a day of sightseeing, hiking, mountain climbing or horseback riding.

The brilliant clear green color of the waters of Peyto Lake nestling like a gem in the cup of the Mistaya Valley, are typical of Alberta's mountain lakes. Peyto Lake is seen from a viewpoint on the Banff-Jasper Highway.

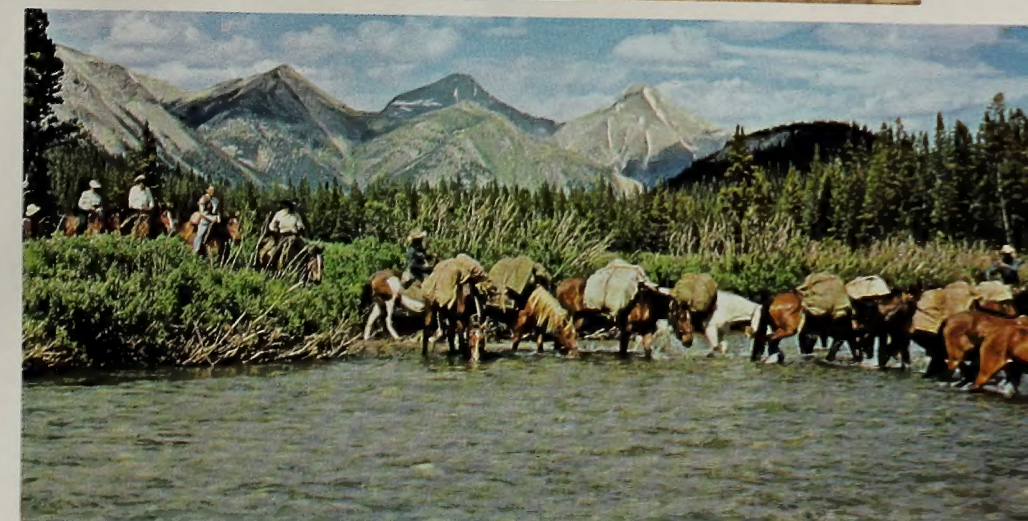






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Waterton Lake, seen over Waterton townsite, makes an ideal channel of travel between adjoining Waterton Lakes National Park and Glacier National Park. Regular excursion boat trips are available to visitors.



Alberta is a camper's delight, with more than 300 campsites to serve the thousands of tent and trailer holidayers visiting the province each year. This campsite is at Two Jack Lake, in Banff National Park.

Internationally famous, Lake Louise with its hanging glacier in the background, makes a beautiful setting for this group of riders heading for a day's outing on the well-marked trails traversing the national parks.

A woodland trail south and west of Lake Louise in Banff National Park leads to the "Giants' Stairway," where this stream drops in a series of steps.



A different vacation can be spent with the "Trail Riders" or "Hikers" of the Canadian Rockies. Several organized rides and hikes are conducted each season from Banff to mountain areas of soaring beauty. Pack horses, seen here crossing a glacial stream, transport supplies for the adventure seekers.

ALBERTA — IN EVERY SEASON OF THE YEAR



Calgary, the Stampede City, is also noted as Canada's fastest growing metropolitan area. Beautifully situated in the foothills of the Canadian Rockies, Calgary boasts of many parks including St. George's Island where are found huge, life sized replicas of dinosaurs and other early reptiles.



All types of accommodation are available to the Alberta vacationer, from hotels to motels, from campsites to fragrant log chalets under the trees. Here modern accommodation is provided for Youth Hostellers near the Athabasca Glacier.

Excellent highways, with several hundred miles built to 4-lane express-way standards, crisscross Alberta and lead to exciting vacation areas. This road, Highway No. 2, links Alberta's two metropolitan centres, Edmonton and Calgary.



For more information on Alberta's holiday opportunities write:

### **ALBERTA TRAVEL BUREAU**

Government of Alberta  
Edmonton, Alberta

NAME .....

ADDRESS .....